

How to produce leaflets

An easy guide on how to make an impact using a local leaflet

What goes into the leaflet?

- A snappy headline that grabs public attention immediately.
- Interesting graphics or a satirical cartoon.

In fewer than 50 words give a brief, punchy exposé of the problem. The problem only needs to be indirectly related to the main campaign, but must focus on target's vulnerability.

Within the text, it is important to identify what will have greatest strategic impact upon the target. For example, if it is the employer's public image that needs to be exposed, we may want to do a take-off or parody on their own ad campaign.

If it is an issue that exposes an important but seemingly unrelated problem with the target, towards the end of the text we should link this issue to the main dispute. For example, 'Not only do Harvey's Chocolates rot kid's teeth, Harvey's management are rotten to their workers and the community.'

We may want to include a tagline that identifies your issue or your union, or which provides a legal disclaimer such as 'This leaflet is provided as a part of the Dental Awareness Project of Widget Local 123 and Parents Coalition Against Tooth Decay. It is not intended to ask employees to cease work or delivery of goods.'

- Be sure that everything we say is accurate and legal.
- Ask those who receive leaflet to do something to show their support.
- Use leaflet to recruit non-members ie ask them to join.
- Use language which the target audience can relate to.
- Always include local and, if appropriate, national contact details.
- Different coloured paper sometimes draws attention to a leaflet.

Think about most effective ways to distribute the leaflet; ie handing a non-member a leaflet is a way to start a conversation on the issue and to recruit. A good departmental representative structure can distribute leaflets quickly and effectively. Pigeon holes, campaign stalls, open meetings, noticeboards, cafes, common rooms, kitchens, reception areas are all good locations for leaflets.